

H3 Building Signage Chart

Overall Retail/restaurant tenants under 25,000 square feet leasable area				
Regulations	Standards	Proposed	Code	Waivers
Primary Identification Signage	Not to exceed 1.5 square feet per lineal foot of tenant frontage. Not to exceed a total of 225 square feet.	193 LF of frontage, 225 SF of Primary Identification Signage	205-76.1X.1a	
Secondary Identification Signage	Not to exceed 0.75 square foot per lineal foot of tenant frontage. Not to exceed 100 square feet.	193 LF of frontage, 196 SF of Secondary Identification Signage	205-76.1X.1a	
Letter/logo height	Maximum of three feet unless otherwise approved		205-76.1X.1a	

Primary Identification Signage					
Regulations	Formula for Determining Sign Area/Quantity	Maximum Allowable Individual Sign Area	Proposed	Code	Waivers
Primary identification signage (A, B, C, E1). Tenants under 25,000 square feet with frontage on one principal street shall be permitted one of the A, B, C or E1 sign types as the primary identification sign. Tenants in corner locations or with frontage on two principal streets or parking areas may be permitted to have a total of any three of the A, B or E1 sign types.				205-76.1X.1a	
Type A—fascia wall sign	1.5 square feet per lineal foot tenant frontage	75 square feet	Each corner retail space will have 2 Fascia Signs and each inline retail space will have 1 Fascia Sign, not to exceed the SF regulations of 205-76.1X.1a	205-76.1X.1a	
Type B	3 square feet per lineal foot of marquee or canopy	75 square feet		205-76.1X.1a	
Type C	1.5 square feet per lineal foot of tenant frontage	75 square feet		205-76.1X.1a	
Type E1—awning sign primary ID	1.5 square feet per lineal foot of tenant frontage	75 square feet		205-76.1X.1a	

Secondary Identification Signage					
Regulations	Formula for Determining Sign Area/Quantity	Maximum Allowable Individual Sign Area	Proposed	Code	Waivers
Secondary identification signage (D, E2, F, G, H). All tenants may be allowed to use a total of three of the D, E2, F, G, H sign types.				205-76.1X.1a	
Type D—projecting blade sign	1 blade sign per tenant frontage	10 square feet	Each retail space may have 1 blade sign, not to exceed the SF regulations of 205-76.1X.1a	205-76.1X.1a	
Type E2—awning sign secondary ID	Up to 25% of the surface area of each awning to which graphics will be applied. Lettering on valance shall not exceed eight feet in height	20 square feet per awning		205-76.1X.1a	
Type F—plaque and medallion sign	1 per main entry	4 square feet per tenant		205-76.1X.1a	
Type G—window/door sign	15% of glazing area	10 square feet per structural bay	Each retail space may have 1 window/door sign, not to exceed the SF regulations of 205-76.1X.1a	205-76.1X.1a	
Type H—changeable sign				205-76.1X.1a	
a. Shadow boxes		6 square feet			
b. Poster display cases		60 square feet	Each retail space may have 1 poster display case, not to exceed the SF regulations of 205-76.1X.1a		
c. Banners	1 banner per structural building bay	50 square feet per banner			
d. Flags	1 corporate flag per business premises	24 square feet			
e. Display stands/ easels	1 per street frontage	8 square feet			
Type J—additional signs				205-76.1X.1a	
a. Mobile retail cart	Total for each cart	16 square feet			
b. Posting information board placard	Per sign (up to 24 square feet maximum per PIB)	8 square feet			
c. Temporary sign	1 per street frontage per use	12 square feet			
d. Construction sign	1 per tenant	40 square feet			
e. Showcase display windows	1 per unfenestrated wall in excess of 16 feet in length fronting on a sidewalk or pedestrian way	96 square feet			
f. Umbrella graphics	1 per umbrella	1 per table			

Signage Waiver Notes

No waivers requested